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NORTH LONG BEACH STRATEGIC GUIDE FOR REDEVELOPMENT



North Long Beach Strategic Guide for Redevelopment

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City of Long Beach Redevelopment Agency

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Section 1
Introduction



ABOUT THE STRATEGIC GUIDE

The North Long Beach Strategic Guide for Redevelopment (Strategic Guide) is intended to serve as a framework of strategies to be used by the City of Long Beach Redevelopment Agency when making decisions regarding redevelopment opportunities in North Long Beach. The Strategic Guide should be used as both an active and reactive tool. It should be consulted when development opportunities arise and it should be the road map for identifying and creating new redevelopment opportunities.

The Strategic Guide identifies comprehensive strategies for the overall revitalization and redevelopment of the North Long Beach Project Area. These strategies suggest/prescribe changes in land use, specific development projects, changes in regulatory controls, and changes in public services.

Strategies are prescribed at two scales: (1) an Area-Wide or overarching set of strategies that cover the entirety of the North Long Beach area. The bulk of these strategies concern major land uses within North Long Beach - commercial, residential, and industrial land; and (2) strategies for specific Targeted Sites that focus on individual areas or parcels in North Long Beach. These target site strategies are high priority development sites and have the potential to act as a catalyst for achieving the larger goals of the Area-Wide plan. For these selected target sites, conceptual site plans and financial feasibility analyses are presented. Individually and cumulatively, target site development is intended to act as a catalyst and stimulate additional development and improvements in the community.

ABOUT THE NORTH LONG BEACH REDEVELOPMENT PROJECT AREA

The North Long Beach Redevelopment Project Area is one of the seven major Redevelopment Project Areas in the City of Long Beach. This Strategic Guide primarily addresses the contiguous portion of the North Long Beach Project Area that is bounded on the west, north and east by the City of Long Beach municipal boundaries and on the south by the Union Pacific rail corridor, running northeasterly from the Los Angeles River to the intersection of Cherry Avenue and East 53rd Street. Also addressed in this Strategic Guide are the commercial frontages along Long Beach Boulevard and Atlantic Avenue in the Bixby Knolls area, and commercial properties near the intersection of San Antonio Drive and Orange Avenue. Other portions of the City are part of the North Long Beach Redevelopment Project Area; however, they are not included in the scope of this Strategic Guide. Specific, legal, project boundary delineations are described in the North Long Beach Redevelopment Project Area Redevelopment Plan. The accompanying map, Figure 1-1, "Study Area," illustrates the boundaries of the specific area addressed in this Strategic Guide.

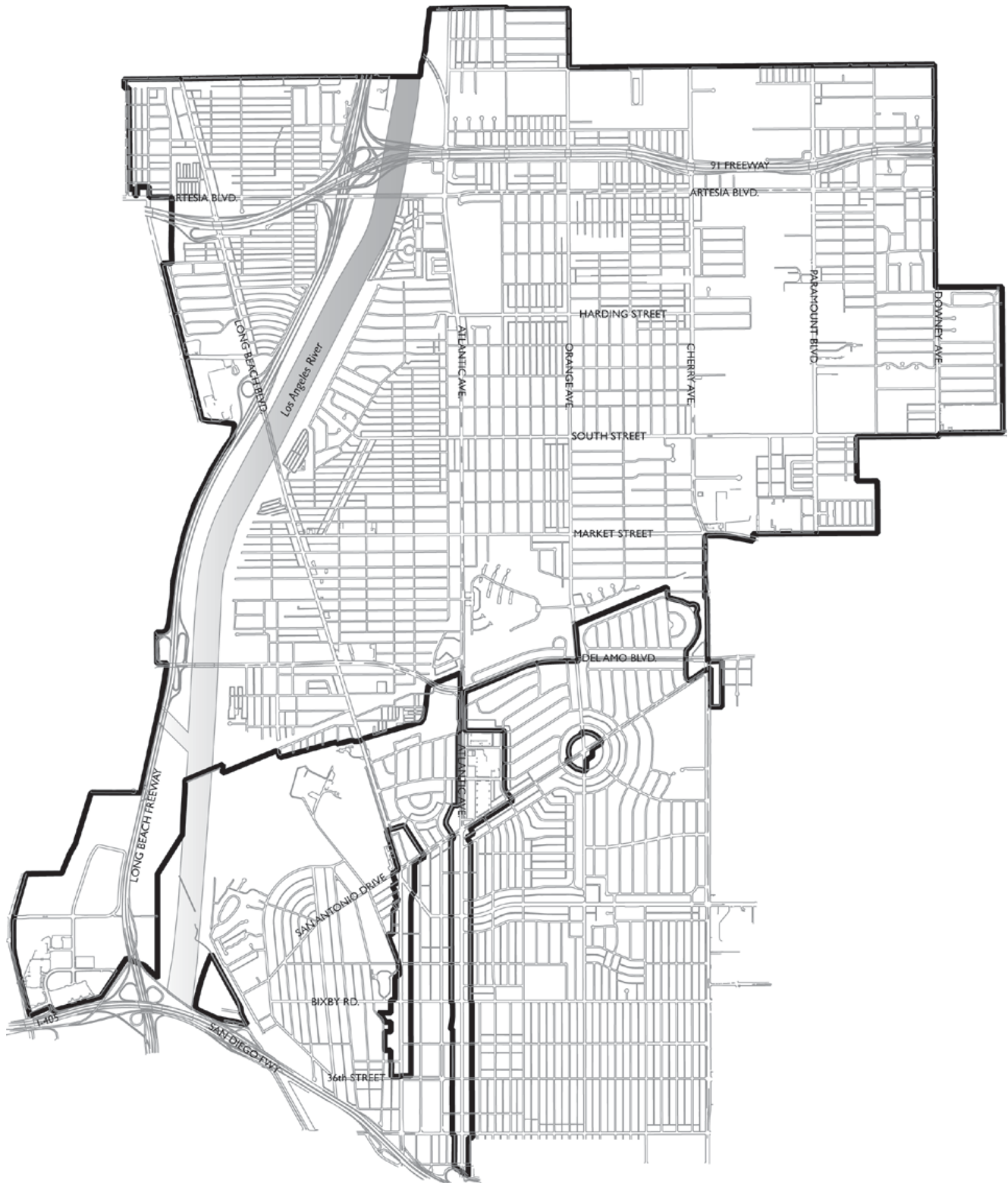
RELATIONSHIP TO OTHER PLANS AND DOCUMENTS

Although the Strategic Guide provides an interrelated series of strategies for a portion of the North Long Beach Redevelopment Project Area, the Strategic Guide does not exist on its own. Rather, the Strategic Guide complements the City of Long Beach General Plan and Zoning Ordinance and provides a level of specificity to the Redevelopment Plan for the North Long Beach Redevelopment Project Area.

The Strategic Guide recommends a set of revitalization strategies that supports many of the General Plan's goals and objectives, and builds upon the generalized land use designations found in the Land Use Element. The Strategic Guide presents revitalization strategies applicable to the neighborhood strategies for each of the 18 neighborhood areas located within North Long Beach.



Figure 1-1
Study Area



The City of Long Beach Zoning Code is the primary tool used to implement General Plan policies and as such codifies the City's rules & regulations regarding development within the City. This Strategic Guide recommends modifications to the zoning code.

Finally, the Strategic Guide provides a framework for implementing the Redevelopment Plan for the North Long Beach Redevelopment Project Area, the official and legal document prescribing redevelopment activities within the Project Area.

ABOUT THE PUBLIC WORKS MASTER PLAN

Concurrent with the development of the Strategic Guide is the development of the North Long Beach Public Works Master Plan. The Public Works Master Plan describes a strategy for the improvement of public infrastructure in North Long Beach, including roadways, sidewalks and streetscapes, alleys, storm drains, sewer, water and other infrastructure.

Public input for the Public Works Master Plan was obtained alongside input obtained for the Strategic Guide. Both documents work hand-in-hand and recommendations made in the Strategic Guide are complemented with recommendations made in the Public Works Master Plan.

PREPARATION OF THE STRATEGIC GUIDE

The Strategic Guide is the product of a collaborative effort among North Long Beach residents, the Strategic Guide Steering Committee, the North Long Beach Project Area Committee, City staff, and the project consulting team. Over the course of the project, the consultant team implemented a work program that involved both the development of the Strategic Guide and a comprehensive public outreach program.

Technical Analysis and Studies

The technical planning process used in development of this Strategic Guide involved an interrelated sequence of work tasks that laid the foundation for the identification of recommended revitalization strategies. The first tasks included gathering background data regarding existing conditions and analysis of issues affecting the area's quality of life and economic vitality. In subsequent tasks, a community-wide vision was developed and potential revitalization strategies identified. The alternatives were tested for market support and community acceptance.

Public Involvement Program

The Long Beach Redevelopment Agency recognized from the outset that public involvement in, and support of, the Strategic Guide's goals and objectives would be critical to the Guide's success. To this end, public involvement efforts for the redevelopment planning process were devised and conducted to achieve three interrelated objectives: (1) coordination of an effective outreach attracting participation, (2) elicitation of input and stimulation of consensus-building for recommendations, and (3) encouragement and fostering of the public's commitment in order to continue participation in the implementation of the Strategic Guide.

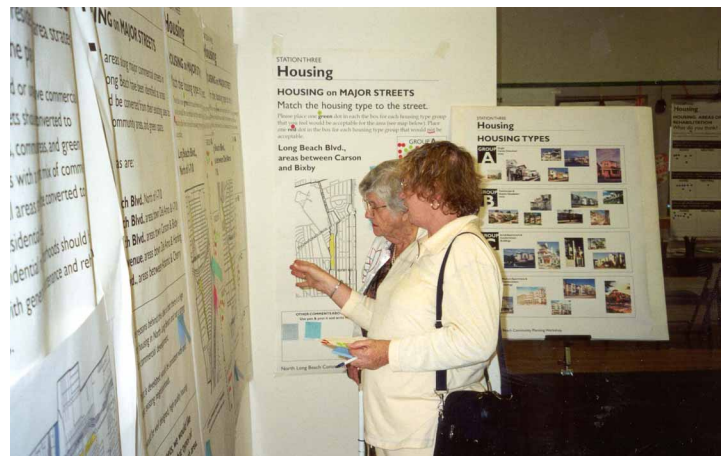
The primary strategy for achieving these public involvement goals was the formation of a Strategic Guide Steering Committee made up of representatives from the community and other stakeholder groups within North Long Beach. Members of the Steering Committee acted as conduits for information to and from their constituencies. All in all, 12 meetings were held with the Steering Committee. The majority of the revitalization recommendations were directly and sub-



stantially impacted by the input of North Long Beach residents and from feedback obtained from the Steering Committee. The committee was composed of representatives from the following organizations:

- North Long Beach Project Area Committee
- North Long Beach Business Association
- North Long Beach Neighborhood Association
- North Long Beach Community Action Group
- Bixby Knolls Business Improvement Association
- Long Beach Housing Development Company
- Long Beach Planning Commission
- Long Beach Unified School District
- Apartment Association of Southern California Cities
- Long Beach Commercial Real Estate Council
- Gateway Cities Partnership
- Second Samoan Congregational Church
- 8th District City Council Office
- 9th District City Council Office
- Long Beach Redevelopment Agency Board
- Long Beach Police Department Staff
- City of Long Beach Planning Staff
- City of Long Beach Public Works Staff

In addition to the input received from the Steering Committee, feedback was obtained through two open-house public workshops held in the North Long Beach community. One workshop was held at Ramona Park in August 2000 and another was held at Houghton Park in February 2001. These workshops were highly successful and allowed members of the community to shape the content of the Strategic Guide. Participants were offered an opportunity to “vote” using color dots on proposed revitalization strategies and were provided opportunities to write comments about what types of strategies should be undertaken and what the nature of those strategies should be. Information obtained at these “hands-on” workshops was integral in developing strategies for the Guide.



“Hands-on” public workshop held on February 3, 2001

on proposed revitalization strategies and were provided opportunities to write comments about what types of strategies should be undertaken and what the nature of those strategies should be. Information obtained at these “hands-on” workshops was integral in developing strategies for the Guide.

A public presentation of the final draft of the Strategic Guide occurred in June 2001 at Hamilton Middle School.

Summaries of feedback obtained at these workshops is presented in Appendix 2.

Significant input was also obtained through meetings with key city working groups, including the City of Long Beach Executive Management Team, the City of Long Beach Economic Development and Infrastructure Committee, the Long Beach Redevelopment Agency Board, key City staff, and public service providers.

The public participation process sparked extensive conversation and community debate within North Long Beach concerning its future. This dialogue is vital to a successful process and has been instrumental in shaping the strategies presented within this document.

Organization of the Strategic Guide

The Strategic Guide is comprised of the following sections:

1. An Introduction to the Strategic Guide
2. An Executive Summary describing the key recommendations of the Strategic Guide.
3. A Summary of Background Information for North Long Beach that served as a basis for the planning process.
4. An analysis of existing market trends.
5. A description of the key issues addressed in the Strategic Guide.
6. A project vision statement.
7. The Area Wide Plan, or overarching set of strategies for the revitalization of North Long Beach.
8. Strategies for the development of identified Target Sites.



Feedback was obtained from a wide range of the North Long Beach community.

Section 2
**Executive
Summary**



The North Long Beach Strategic Guide for Redevelopment identifies a framework of strategies to be used by the City of Long Beach Redevelopment Agency when making decisions regarding development and redevelopment opportunities in North Long Beach. The Strategic Guide should be used as both an active and reactive tool. It should be consulted when development opportunities arise and it should be the road map for identifying and creating new redevelopment opportunities.

The Strategic Guide identifies comprehensive strategies for the overall revitalization and redevelopment of the North Long Beach area. These strategies suggest changes in land use, specific development projects, changes in regulatory controls, and changes in public services.

SUMMARY OF PROJECT VISION STATEMENT

Based on input from the residents, City staff, and others and the resultant identified planning issues, a Vision Statement was developed for the Strategic Guide, and ultimately, for all of North Long Beach. The Vision Statement is presented in detail in Section 6 of the Strategic Guide. Some key components of the Vision Statement are as follows:

- North Long Beach's residential communities will be focused around centers of common activity (nodes). The housing stock will be upgraded, improving the living environment for its residents, and opportunities for home ownership.
- A revitalized and intensified "Village Center" will constitute the symbolic and functional "heart" of North Long Beach, providing needed services and goods and serving as a "stage" for community events and celebrations.
- Industrial areas will continue to offer job opportunities and be physically improved to enhance their visual character and compatibility with adjacent residential neighborhoods.
- Intense programs of street landscaping, greening, and the overall improvement of visual character will be undertaken.
- Public infrastructure will be upgraded and maintained, supporting both residents and commerce. Streetscape and landscape improvements will be implemented in all districts to visually unify North Long Beach.

SUMMARY OF MAJOR RECOMMENDATIONS

Strategies are prescribed at two scales: (1) an Area-Wide or overarching set of strategies that cover the entirety of the North Long Beach area. The bulk of these strategies concern major land uses within North Long Beach - commercial, residential, and industrial land; and (2) strategies for specific Target Sites that focus on individual areas or parcels in North Long Beach. These target site strategies are high priority development sites and have the potential to act as a catalyst for achieving the larger goals of the Area-Wide plan.

Area-Wide Strategies

The Area-Wide strategies are the overarching set of recommendations for the entirety of North Long Beach. The most significant area-wide recommendations are as follows:



Commercial Uses

Existing commercial uses in North Long Beach are typically located along major arterials. The key strategy of the Strategic Guide regarding commercial uses is to re-orient these areas from the existing linear pattern of development along arterials and instead concentrate commercial uses at key intersections or “nodes.”

Three types of commercial nodes are identified and proposed: 1) Pedestrian-oriented “Village Center” nodes; 2) Neighborhood Convenience nodes; and 3) Sub Regional Commercial nodes. Node types are differentiated by: the type of commercial uses included; the population that those uses serve; the urban setting and physical character of the commercial development; and the manner in which the uses serve community residents.

Residential Uses

Stable and enhanced residential neighborhoods that contain appropriate and viable housing opportunities for residents are the foundational core of a revitalized North Long Beach community. To this end, it is recommended that programs be undertaken to maintain the area’s existing single- and multi-family housing and upgrade their quality and value where deteriorated. Also, the market analysis prepared to support the Strategic Guide identified a strong market opportunity for the development of new housing within North Long Beach; therefore, opportunities for the development of new housing are identified. Furthermore, the Housing Element of the Long Beach General Plan states that the primary need for housing in North Long Beach is for larger affordable residential units with three or more bedrooms suited for families. Recommendations presented here for residential uses attempt to address this need. Also consistent with the Housing Element of the Long Beach General Plan, development of opportunities for senior housing is recommended and encouraged.

Very high density housing (greater than 24 dwelling units per acre) is not appropriate for the Study Area and is strongly discouraged. All proposed housing should integrate into the existing fabric of adjacent residential areas. It is also recommended that new housing developments, if renter-occupied, incorporate on-site management requirements.

Strategies for residential uses in North Long Beach fall into five categories: 1) Design principles for pedestrian areas; 2) strategies for improving or maintaining the quality of existing residential areas; 3) conversion of certain existing commercial corridors to residential uses; 4) conversion of mixed commercial and residential minor arterials into consistent residential zones; and 5) create opportunities for home ownership

Industrial Uses

In recognition of the importance of North Long Beach’s industrial areas as a provider of community jobs and revenue, it is recommended that strategies be implemented to retain and enhance these uses. This includes property improvements and the proper screening of uses in order to enhance visual quality and compatibility with surrounding residential and commercial uses. Also, the market analysis prepared to support the Strategic Guide identified a strong market opportunity for the development of industrial uses in North Long Beach; therefore, opportunities for the new or expanded industrial development are identified.

Strategies for industrial uses in North Long Beach fall into three categories: 1) conversion of utility corridors to industrial use, where appropriate and feasible; 2) conversion of some commercial areas to industrial uses in order to create consistent industrial zones; and 3) strategies for improving or maintaining the quality of existing industrial areas.



Target Site Strategies

As part of the planning process, several “Target Sites” were identified as individual parcel or area-specific development projects that, if successful, can act as a catalyst for achieving the goals of the Area-Wide plan. Target sites identified and discussed are as follows:

The North Long Beach Village Center

It is envisioned that the area around the intersection of Atlantic Avenue and South Street be developed as the principal neighborhood center/town center for North Long Beach. Pedestrian-oriented retail uses would be expanded along street frontages, streetscape and parking improvements would be implemented, and public uses, arts and cultural facilities, and pocket parks would be developed as appropriate. The goal of developing a “Village Center” is to create a definable, unique “center” for North Long Beach to serve as the focal point for neighborhood identity and activity. The area has the potential to be a mixed-use area: a mix of shopping, restaurants, cafes, and community facilities, with housing located nearby or in the Village Center itself.

Historic Core: Market Street and Long Beach Boulevard

A revitalized, maintained, pedestrian-oriented historic core of North Long Beach is envisioned. The primary focus will be on streetscape improvements, façade renovations, historic preservation, and, where possible, the provision of public parking.

Housing on Major Commercial Corridors

One of the recommended land use changes that will significantly change the character of North Long Beach and serve its overall revitalization is the removal and replacement of blighted commercial corridors with housing. This serves two objectives: (1) existing blighted commercial areas are removed and (2) an overall need for additional quality housing in Long Beach is obtained. It is recognized that busy arterial roadways are not the most ideal location for residential uses; however it is also acknowledged that these areas provide some of the last areas of land available for affordable residential development and that with proper site and building design, the negative aspects of housing on arterials can be mitigated. Conceptual site plan and development options are presented for three commercial corridors in North Long Beach: Atlantic Avenue between Harding and Del Amo; Artesia Boulevard between Atlantic Avenue and Cherry Avenue; and Long Beach Boulevard north of I-710.



Section 3
**Existing
Conditions**



This section provides an overview of existing conditions in North Long Beach. Information about existing conditions provided vital input to the planning process and subsequent development of the Strategic Guide.

LAND USES

The total acreage of the project Study Area is 5,333 acres, including non-contiguous portions as illustrated on the Study Area Boundaries Figure in Section 2.

The accompanying Figure 3-1 “Existing Land Uses” illustrates current Land Uses within the North Long Beach Study Area.

Residential areas are the predominant land use, occupying approximately 45 percent of land in North Long Beach, or approximately 2,390 acres. Of those 2,390 residential acres, approximately 2,134 acres are single-family units and 256 acres are multi-family units.

Single-family uses are prevalent throughout all of the Study Area.

Multi-family units are dispersed throughout the Study Area, however, concentrations do exist in the following areas: northwest of the intersection of Market Street and Paramount Boulevard; northeast of the intersection of Artesia Boulevard and Paramount Boulevard, along Atlantic Avenue across the street from Jordan High School and Houghton Park; areas near the intersection of Del Amo Boulevard and Long Beach Boulevard; and the Carmelitos housing development east of Atlantic Avenue and south of Market Street. It should also be noted that several single-family unit parcels have been converted to multi-family, either through the alteration of existing structures or through the construction of additional structures.

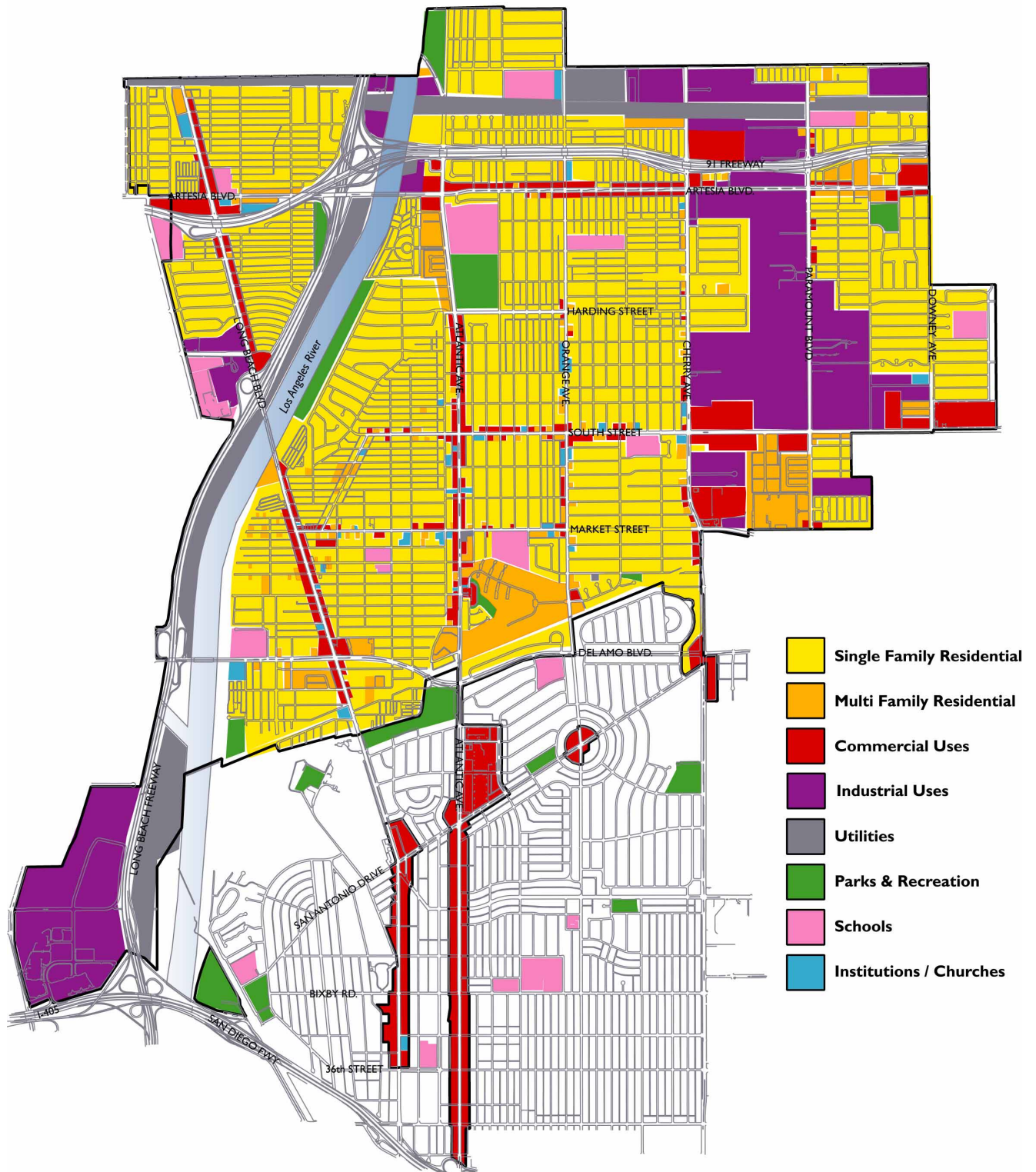
Commercial uses comprise approximately 318 acres, or 6 percent of the land use in the Study Area. Commercial uses are typically located along major arterials, most prevalently Long Beach Boulevard, Atlantic Avenue, and Artesia Boulevard. Smaller commercial properties are also located on the minor arterials of South Street, Market Street, Orange Avenue and Cherry Avenue. These uses are typically neighborhood-serving uses on shallow lots with limited parking. Small strip shopping centers are also common. Large commercial parcels are located near some key intersections, including: Atlantic Avenue and San Antonio Drive; Atlantic Avenue and Artesia Boulevard; South Street and Cherry Avenue; South Street and Downey Avenue; Market Street and Cherry Avenue, and Del Amo Boulevard and Long Beach Boulevard. These larger parcels are typically developed with larger retailers and/or shopping centers.

Industrial properties comprise approximately 586 acres, or 11 percent of the total land area in North Long Beach. Industrial uses are primarily located in the eastern portion of the Study Area, between Cherry Avenue and Paramount Boulevard. A large industrial/business park is located in the southwest corner of the Study Area, across the Los Angeles River near the intersection of the 405 and 710 Freeways. Many of the industrial properties are grouped near the Union Pacific rail corridor that runs north-south through the Study Area or near utility line corridors. The range of industrial uses is wide, ranging from heavy industrial oil processing facilities to light manufacturing parks to truck and container storage facilities.

Two utility corridors owned by Southern California Edison (SCE) traverse the Study Area. One corridor runs east-west along the northern tier of the area, north of the 91 Freeway. Another corridor runs north-south along the western edge of the Study Area on land in-between and parallel to the 710 Freeway and the Los Angeles River. These corridors, plus other small utility parcels comprise approximately 267 acres, or 5 percent of all land in North Long Beach. Some



Figure 3-1
Existing Land Uses - Generalized



parts of the utility corridors are used as plant nurseries or storage areas. SCE is currently attempting to develop some utility corridor land for light industrial uses.

Several schools and parks are located within the Study Area. Schools account for approximately 135 acres (3%) of land in North Long Beach, with another 37 acres just beyond the Study Area boundaries. Parks account for approximately 103 acres (2%) of land in North Long Beach, with another 29 acres just beyond the Study Area boundaries. The largest school facility is Jordan High School, located southeast of the intersection of Atlantic Avenue and Artesia Boulevard. The largest park is Houghton Park, located just south of Jordan High School.

Churches and other religious and institutional uses are integrated among all land uses in North Long Beach, but are most often located along commercial corridors. These uses occupy approximately 27 acres of land in North Long Beach. No major institutional uses, such as large medical facilities, exist in North Long Beach.

Roadways (including two major freeways) and the Los Angeles River occupy the remaining land in the Study Area – approximately 1,507 acres (28%).

POLICY AND REGULATORY

According to the Long Beach General Plan Land Use Element, which provides generalized land use designations in Long Beach, North Long Beach includes 18 of the City's identified neighborhoods and is part of the "North City Corridor" arterial grouping.

The Long Beach Zoning Code provides an implementation tool for land use policies found in the General Plan. In addition to designating allowable uses, the code allows for the regulation of such facets of development as building height and bulk, density of development, setbacks, parking requirements, and landscaping requirements. The majority of general zoning land use categories are found in North Long Beach, including: residential categories R1, R2, R3, and R4 representing a wide range of residential densities; several commercial designations including CNA and CCA, the most prevalent zoning classifications for existing commercial corridors; and several industrial land use designations.

ARCHITECTURE AND URBAN FORM

North Long Beach contains a wide and eclectic variety of architecture ranging from older single-family residential units to mid-rise office towers located in the commercial areas of Bixby Knolls. With the exception of these office buildings in Bixby Knolls, heights do not typically exceed two stories for all uses in North Long Beach. The exception is a number of larger multi-family residential units. No unifying or consistent architectural character exists in North Long Beach; instead, the area is characterized by areas of similar uses with relatively similar architectural styles. For example, the majority of commercial structures along major arterials are one-story stucco frame structures built flush to the sidewalk with only some structures having identifying or unique characteristics. Single family residential areas exist in a similar manner with large areas of relatively similar housing stock that are different in character from other large areas of housing stock, a result of differing eras of development. No one architectural style is most prevalent in terms of residential housing.



STREETSCAPE

Overall, streetscape conditions in North Long Beach range from fair to poor, with residential streets exhibiting a higher streetscape quality than commercial corridors. Generally, commercial streets are lacking in street trees, landscaping, street furniture, and other amenities. A more detailed description of existing streetscape conditions is presented in the North Long Beach Public Works Master Plan.

PUBLIC UTILITIES AND INFRASTRUCTURE

A detailed description of existing public infrastructure, including circulation, utilities, street condition, sewer facilities, water facilities, storm drains, and other infrastructure, is presented in the North Long Beach Public Works Master Plan.

PUBLIC SERVICES

Schools

North Long Beach is located within the Long Beach Unified School District (LBUSD). The Study Area includes four elementary schools; two middle schools and Jordan High School. Other special schools exist within the area; including the Colin Powell Academy, several charter schools, and religious schools.

Schools are typically overcrowded and trailer space is utilized frequently. A new school is planned for a site on Susana Road at the far western edge of the Study Area. This school will serve as the site of the 9th Grade for Jordan High School. Plans are also in process for the LBUSD to acquire and develop the former Dooley's Hardware store on Long Beach Boulevard (just north of Del Amo Boulevard) as a school site. This site will most likely be developed as an elementary or middle school.

Libraries

The Long Beach Public Library operates the North Branch Library at 5571 Orange Avenue, within the Study Area. The North Branch Library is significantly undersized based on current demand. The Long Beach Public Library uses a one-mile radius as a standard service area for libraries. The one-mile radius around the North Branch does not cover all of North Long Beach and leaves a significant portion of the population underserved. Also serving North Long Beach is the Dana Branch located at 3680 Atlantic Avenue in Bixby Knolls. The Dana Branch Library is also significantly undersized based on current demand. After meeting with Library executive staff, it was determined that moving these branches slightly to the north and west would more appropriately shift the libraries into their intended service areas. Library officials are interested in the expansion of existing libraries and the potential development of new libraries; however, limited financial and capital improvement resources have precluded the implementation of service expansion plans.



Parks and Recreation

An inadequate yet wide variety of community based recreational facilities are located in North Long Beach. These facilities include Long Beach city facilities, those owned by private recreation operators, county facilities, and those operated by the Long Beach Unified School District.

Six park facilities operated by the City of Long Beach are located within the Study Area. These are: Coolidge Park, De Forest Park, Houghton Park, Ramona Park, Atlantic Plaza Park (in Carmelitos), and Jackson Park. Other park facilities located just outside or adjacent to the Study Area include Scherer Park, Bixby Knolls Park, and Los Cerritos Park. Each of these parks all are small local neighborhood parks, with the exception of Houghton Park and Ramona Park, which are larger facilities that incorporate both active and passive recreational facilities. Community centers are also located at Houghton and Ramona Parks.

Privately owned recreational areas near the North Long Beach Study Area include the Virginia Country Club golf course in Bixby Knolls and a golf driving range located near the intersection of the 405 and 710 freeways. Two horse stable areas are also located in the Study Area, in locations adjacent to the Los Angeles River.

Los Angeles County operates and maintains a bike trail parallel to the Los Angeles River.

Public Safety

The Long Beach Police Department's North Division provides police service. Patrol officers support community policing efforts in North Long Beach. From the division commander to front line personnel, positive contacts, collaboration, and quality customer service are the foundation of the North Division's community policing efforts.

The Police Department's commitment to innovative programs and community partnerships resulted in a significant 43% decrease in citywide reported crime between 1991 and 1999. Providing supplemental police service to Carmelitos public housing development, community policing efforts greatly contributed to the 54% reduction in total reported crime over the past ten years.

North Division officers face the challenge of fighting crime that often crosses jurisdictions via a major freeway and easy access to adjacent cities. Officers continue to maintain a close working relationship with neighboring law enforcement agencies to manage the mobile criminal activity particular to the area.

A permanent police station has been proposed to be located in Scherer Park, just south and along a major corridor within North Long Beach.



Section 4

**Market
Demand
Analysis**



MARKET DEMAND ANALYSIS

Overview

As part of the redevelopment planning effort, the type and breadth of commercial and residential land uses in the North Long Beach Study Area was examined. North Long Beach is an expansive area bordered by the 405, 710, 91, and 605 freeways and is generally comprised of moderate-income neighborhoods and an assortment of mostly obsolete retail and commercial buildings.

As an in-fill location, North Long Beach can take advantage of market voids that have arisen over time and deliver contemporary products that may not be available in the local market.

The market analysis provided important input to the community, city staff, and the consulting team. It provided guidance concerning development opportunities that North Long Beach could capture and thus incorporate in strategic planning.

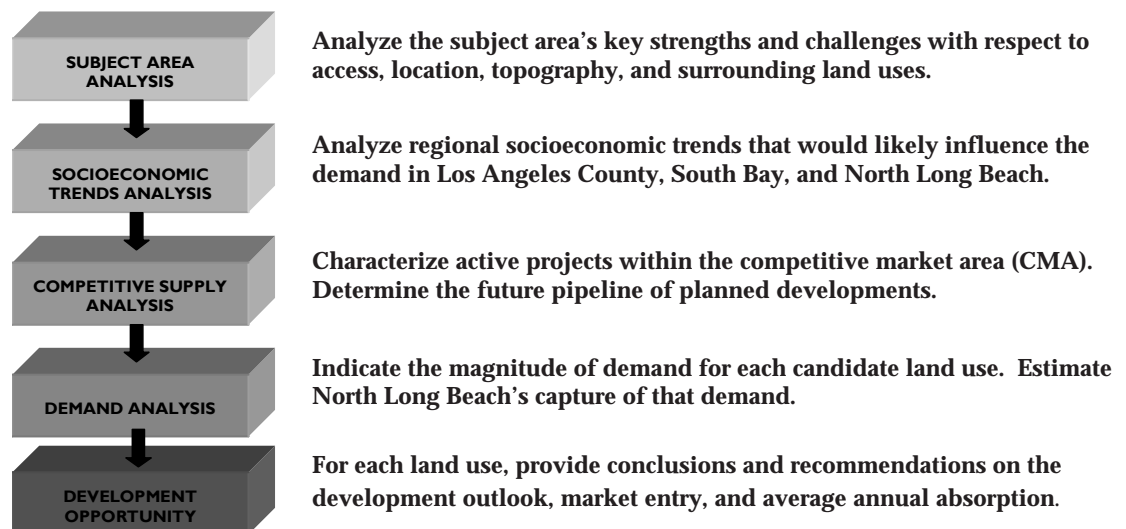
Demand Analysis Objectives

The objective of the market study was to determine the development potential of several commercial and residential land uses for the North Long Beach Study Area as it contributes to the formulation of the redevelopment strategy for the area. Specific objectives of the study were as follows:

- Evaluate local and regional socioeconomic and development trends that will influence development potential in North Long Beach.
- Define the market development potential and directions for commercial and residential land uses.
- Contribute to the strategic planning efforts that will facilitate public understanding of candidate revitalization strategies.

Methodology

Accomplishment of the stated objectives required the implementation of the methodology illustrated in the following flow chart.



Development Conclusions

Overall Area-Wide Development Opportunities

We recognize the opportunity for the City of Long Beach and the community to consider several commercial and residential uses in North Long Beach as part of the strategic redevelopment for the area. The scarcity of developable tracts of land within Long Beach and the South Bay creates an opportunity for North Long Beach to capitalize and capture a portion of the region's demand for several commercial uses.

Existing market voids allow the introduction of office, industrial, retail, and residential products within the North Long Beach Study Area. The following chart represents a summary of development opportunities for each candidate land use.

Summary of Market Opportunities, North Long Beach, 2000-2010

Land Use	Product Type/Description	FAR/Density	2000-2005		2005-2010	
			Sq. Ft.	Acres	Sq. Ft.	Acres
Office	Low rise office	0.50-0.60	50,000	2	50,000	2
			50,000 square feet of office may be introduced once every five years, beginning in 2003.			
Industrial	Light industrial/Distribution warehouse Long Beach/Paramount	0.45-0.50	Capture Portion of Long Beach/Paramount Submarket Demand			
			270,000	14	900,000	45
Retail	Grocery Store	0.25	60,000	6	120,000	12
			One Store		Two Stores	
	Drug Store	0.25	0	0	20,000	2
Residential	Various SFD, townhome, multi-family products	10-24	Significant unmet demand for for-sale and rental housing.			

Source: Robert Charles Lesser & Co., 2000

Office Development Conclusions

Given the historical office absorption within the Los Angeles County, South Bay, and Long Beach Suburban submarkets, only minimal office development opportunities exist within the North Long Beach area. While there currently exists an oversupply of office space, approximately 50,000 square feet of high quality office space may be introduced once every five years beginning in 2003 (10,000 square feet per year), absorbing approximately two acres with each 50,000-square foot phase introduced, based on a 0.50 to 0.60 floor area ratio (F.A.R.). Office development would typically consist of low-rise buildings with surface parking.

Industrial Development Conclusions

The South Bay is identified within the Southern California region as a core industrial market, representing approximately a quarter of Los Angeles County's total industrial supply. Through the first three to four years of this decade, the Long Beach/Paramount submarket could absorb about 270,000 square feet per year of industrial space, or 14 acres per year assuming an F.A.R. of about 0.45. Beyond 2003 when the majority of the remaining developable industrial land within the South Bay has been absorbed, the Long Beach/Paramount submarket could support 900,000 square feet, or 45 acres, per year.



Given the growing scarcity of developable industrial land within the South Bay, the North Long Beach Study Area is in a position to capture future industrial demand within the South Bay. However, at issue is the community's interest in attracting these industrial users and its ability to assemble adequate locations. Appropriate industrial sites would require a minimum of 10 to 20 acres. Existing brownfield sites could be targeted.

Retail Development Conclusions

Although development opportunities for both grocery and drug stores appear to be currently in equilibrium, North Long Beach will have an opportunity to introduce an additional grocery store and drug store within three to four years. In addition, with the recent closure of the Albertson's in North Long Beach, the City has the opportunity to facilitate the development of a new, more modern grocery store immediately as a replacement if a large enough site could be assembled.

In regards to power retail, regional demand currently is not strong enough to warrant a new regional retail power center given the existing supply (the North Long Beach area by itself may support one to two stand-alone power retailers). Demand will grow to 170,000 square feet by 2004; however, this growth is still insufficient to support a power center development of significant scale.

Residential Development Conclusions

A significant volume of unserved demand currently exists for both rental and for-sale housing in North Long Beach. Although nearly 3,000 units are planned for development in Long Beach, nearly all the planned units are in Downtown, which is not perceived to be directly competitive with the North Long Beach market. An additional potential demand for at least 50 units annually is projected from 2000 through 2005 based on household growth in the area. Additional housing could be supported locally in light of the chronic shortage of housing in Los Angeles County.



Section 5
**Planning
Issues**



PLANNING ISSUES

The Strategic Guide for Redevelopment seeks to address a number of key planning and redevelopment issues that confront North Long Beach. These were identified by the public through two public workshops as well as by the Steering Committee and City Staff. A summary of these issues is as follows:

Land Use

- Lack of an area that serves as a community center and focus for North Long Beach.
- School overcrowding.
- Incompatible mixes of industrial, residential, and commercial land uses.
- Empty and blighted storefronts along major arterials.
- Need to maintain industrial base in order to maintain quality jobs for residents.
- Need for additional and improved schools.
- Need for additional parks and open space.
- Need for additional senior housing.
- Need to address housing shortages evidenced by the development of illegal residential units on single-family lots.
- Need to encourage home ownership throughout the area.

Maintenance and Beautification

- Deterioration of commercial corridors.
- Deterioration of multi-family housing.
- Absence of code enforcement and need for increased code enforcement throughout area.
- Absence of property maintenance in specific residential neighborhoods.
- Blighted appearance of the streetscapes and lack of streetscape amenities throughout area.
- Absence of trees.
- Need for better landscaping and building appearances in business areas.

Circulation

- Streets and alleys in need of repair.
- Absence of sidewalks throughout area.
- Need to control truck traffic to and from industrial areas; need to divert industrial traffic out of residential neighborhoods.
- Need for pedestrian and bicycle access to the Los Angeles River.



Community Programs

- Need for additional community centers.
- Need for additional law enforcement staffing.
- Need for police to continue actively addressing crime-related issues.
- Need for more senior housing and services.
- Need for education of citizens regarding property maintenance and civic values.

Economic

- Lack of economic vitality.
- Need to maintain local jobs.
- Need to strengthen local economy.



Section 6
**Project
Vision
Statement**



VISION STATEMENT

A Vision has been defined to guide the revitalization of North Long Beach incorporating issues of land uses, physical form and character, quality of life, economy, and social environment. It constitutes the framework by which all revitalization actions and programs should be accountable. The Vision has been drafted in response to the critical issues affecting North Long Beach and reflects numerous hours of public input. However, it is not a consensus recitation of the public input received, as the range of input was often divergent and contradictory. The Vision is grounded in consideration of the feasibility and impacts of all viewpoints and, as a result, is intended to stimulate meaningful improvements without adverse social disruption.

The Vision is a series of statements, as follows:

The Vision provides that the fundamental functions of North Long Beach be sustained and enhanced, achieving a mix of vital residential neighborhoods, employment centers, and supporting commercial uses and services. Successful revitalization will result from the upgrading of deteriorated structures and unsightly properties, development of new uses as adaptive re-use and infill, improvement of public safety, installation of streetscape and infrastructure, and formation of business and resident associations that have ownership and commitment for revitalization. A new sense of community and value will be the standard for successful revitalization.

The Vision suggests substantial improvement in the quality and character of existing uses and promotes the idea of changing existing land uses in order to better serve community need. Specifically, opportunities for new housing will replace outdated, underused, and blighted commercial uses along the area's major arterials.

The Vision offers choices for housing, business, employment, education, recreation, culture, and community activity. Its multiple residential, commercial, and industrial areas will be tied together through common landscape, pedestrian corridors, and building and site transitions that will promote compatibility.

North Long Beach's residential communities will be focused around centers of common activity (nodes). The housing stock will be upgraded, improving the living environment for its residents, and new housing opportunities provided. Existing multi-family housing units that are physically deteriorating will be upgraded or replaced. Where possible, new community facilities will be developed at parks, schools, and in commercial and residential areas as venues for community activity and social interaction. Partnerships between community residents, the City's Police Department, and service providers will be expanded to ensure public safety. These ideas are consistent with overall City goals of geographically decentralizing City services and placing them in communities and in closer proximity to the public.

A revitalized and intensified "Village Center" will constitute the symbolic and functional "heart" of North Long Beach, providing needed services and goods and serving as a "stage" for community events and celebrations. It will contain businesses that enable local residents to conveniently meet their daily needs, as well as offer specialized uses that capitalize on North Long Beach's diverse population. Renovated and new buildings will be located on improved public streetscapes, which will foster pedestrian activity, outdoor events, and social interaction.

Industrial areas will continue to offer job opportunities and be physically improved to enhance their visual character and compatibility with adjacent residential neighborhoods. Contemporary industrial functions that offer new skill opportunities for local residents will be recruited as



6 Vision Statement

existing buildings and sites are recycled and improved. Building facades will be upgraded and site landscape amenities added to enhance the attractiveness of streets in industrial areas and improve transitions between housing and industrial uses.

Traffic will be managed to promote ease of access and egress along commercial corridors, while protecting residential neighborhoods and pedestrian oriented commercial districts. The residential neighborhoods, commercial centers, schools, parks, and community places will become more walkable places.

Intense programs of street landscaping, greening, and the overall improvement of visual character will be undertaken. Finding, promoting, and implementing open space opportunities will be required for all development proposals including shopping areas, residential development and industrial development.

Public infrastructure will be upgraded and maintained, supporting both residents and commerce. Streetscape and landscape improvements will be implemented in all districts to visually unify North Long Beach. Attractive landscaping, shade trees, parks, and pedestrian amenities will be incorporated into the street landscape.

